

**ABSTRACT**

A game presentation such as a virtual slot machine is displayed by a display device associated with a point of sale (POS) terminal. The game presentation includes images of products for which product identifying codes are entered at the POS terminal. The game presentation indicates to a customer an outcome of a random process pursuant to which the customer may be awarded a benefit such as a free product, a discount on a product selected for purchase, a coupon or an upsell offer.

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